Breastfeeding Network trip to the movies

Any recent parents will know that getting out to the cinema can be difficult when you have a new baby. That’s why the Breastfeeding Network’s trip to the Odeon in Ayr last week (Tuesday 27 January) was especially welcome for the group of mums and dads who attended with their babies.

The trip to see The Theory of Everything was funded by a grant from the Big Lottery Awards for All scheme. The scheme will also support a further ten events being held by the Breastfeeding Network in Ayrshire and Glasgow throughout the rest of the year.

The Breastfeeding Network is working with NHS Ayrshire & Arran to help promote their Breastfeed Happily Here scheme. The scheme encourages shops, cafes and other community venues to make breastfeeding mums feel welcome and comfortable feeding their baby while they are out and about.

Elizabeth Smith, NHS Ayrshire & Arran’s Community Infant Feeding Nurse, explains: “The Breastfeeding etc Act 2005 makes it illegal to stop any mum feeding her baby in a public place, but not everyone is aware of the law. Our Breastfeed Happily Here scheme works with local companies and the public to raise awareness of the Act and provide information and guidance on how best to support a breastfeeding mum.”

Sarah Edwards, Breastfeeding Network volunteer, adds: “The Breastfeeding Network offers non-judgmental, evidence-based support and information to help families make a decision about how to feed their baby. We run eight friendly drop-in groups across Ayrshire where pregnant and breastfeeding mums can meet other mums for a chat and a cup of tea as well as get support and information from trained volunteers if they have any questions. Events like the trip to the cinema not only raise awareness about breastfeeding in public but also help parents meet other breastfeeding families.”
For more information about the Breastfeed Happily Here scheme, please email breastfeedhappilyhere@aapct.scot.nhs.uk or freephone 0800 169 1441. For more information about Breastfeeding Network support in Ayrshire visit www.breastfeedingnetwork.org.uk/ayrshire.

Ends

**Date of release:** Thursday 5 February 2015

Photographs:

270115BFN_7: The Breastfeeding Network enjoy a special screening at the Odeon cinema in Ayr.

270115BFN_4: (from left) Amy Kinnon and baby Hannah, Sarah Edwards, Breastfeeding Network volunteer, Emily Hamalainen and baby Ella-Rose.

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